



EXPORT NEWS

A newsletter of the U.S. Export Assistance Center, Houston, Texas

June 2006

CONTENTS

NEWS	1
EU Sanctions Withdrawn	1
Electric Currents Worldwide	1
Bilateral US-Arab Chamber	2
Libya: US to Restore Diplomatic Ties	2
Market of the Month: EGYPT	2
TRADE EVENTS	2
Ex-Im Credit Finance for Africa	2
Houston Trade Numbers	2
2006 US-Arab Economic Forum	2
Incoterms	3
Retail Brazil	3
ON-LINE SEMINARS	3
Export Webcasts On-Demand	3
Mexico: Trade Standards...	3
Serbia & Montenegro	3
Canada: Solid Waste Equip/Services	3
STAFF DIRECTORY	3
ENERGY NEWS	4
Market Research: Mexico & Eurasia	4
Trade Lead: Uruguay E&P	4
TDA PetroVietnam Refineries	4
Colombia Oil/Gas Matchmaker	4
Offshore SE Asia Oil & Gas	4
AustralAsian Oil & Gas	4

2ND ANNUAL PAT FOLEY AWARDS FOR EXPORT EXCELLENCE *Featuring The Honorable Eduardo Aguirre, U.S. Ambassador to Spain*

The U.S. Commercial Service-Houston, District Export Council, Houston Airport System and Port of Houston recognized area export service providers for their achievements during a luncheon on May 18. Awardees were:



Helen Chang, City of Houston Mayor's Office receives a Pat Foley Award for Export Excellence in the field of Public Service from U.S. Ambassador to Spain and Andorra, The Honorable Eduardo Aguirre.

Export Excellence Leadership

GORDON BETHUNE, CENDANT CORP.

Exporter

ZEH SOFTWARE

Banking

JOE RINGER, EXPORT-IMPORT BANK

Financial Services

MOHAMMED KUDIA, GE AERO ENERGY

Transportation

CONTINENTAL AIR CARGO

Association

HOUSTON CUSTOMS BROKERS & FREIGHT FORWARDERS ASSOC.

Legal

MARK JOYE, BAKER & HOSTETLER

Public Sector

HELEN CHANG, CITY OF HOUSTON, OFFICE OF THE MAYOR

U.S. Export Assistance Center
15600 John F. Kennedy Blvd, #530
Houston, Texas 77032-2343
Ph: 281-449-9402, Fax: 281-449-9437
Houston.Office.Box@mail.doc.gov
Pam Plagens, Editor
Nyamusi Igambi, Assistant Editor



WHO WE ARE ...

The Houston U.S. Export Assistance Center is part of the U.S. Department of Commerce's U.S. & Foreign Commercial Service (CS). The CS mission is to assist small-to-medium sized businesses with exporting their products and services worldwide. To learn more, visit www.export.gov/cs.

EU WITHDRAWS 14% RETALIATORY TARIFFS ON CERTAIN IMPORTED US GOODS

On May 11, the US Congress voted to repeal the Foreign Sales Corporation (FSC) grandfathering benefits for sales contracts which was the EU's primary impetus for initiating the 14% retaliatory tariffs. As a result, the EU Commission has suspended these additional customs duties. The timing of a repeal is unclear but if duties were collected beginning May 16, it is our understanding that they will be retroactively refunded once the new regulation is enacted.

ELECTRIC CURRENTS WORLDWIDE GUIDE

Recently updated, this site provides guidance for manufacturers and exporters of electrical devices and equipment, as well as travelers. It includes pictures and diagrams of plugs used. See <http://ita.doc.gov/td/industry/otea/ecw/>.

BILATERAL US-ARAB CHAMBER OF COMMERCE

Founded in 1997, the Bilateral US-Arab Chamber of Commerce aims to promote business, investment and cultural understanding between the US and the Arab world. Monthly programs feature US and/or Arab ambassadors, ministers of trade, commerce and health, business leaders, opinion leaders and even heads of state. The Chamber is also a key partner with the US State Department's Public Diplomacy Initiative.



To learn more, see <http://www.arabuschamber.org/> or contact Executive Director Aida Araissi at 713-880-8168.

The US-Arab Economic Forum is slated for later this month in Houston. It is an initiative of the chamber. For more details on this event, please see the article at the bottom of this page. Discounted admission is available to CS clients.

Libya: U.S. To Restore Full Diplomatic Ties

On May 15, U.S. Secretary of State Rice announced, "We will soon open an embassy in Tripoli. In addition, the United States intends to remove Libya from the list of designated state sponsors of terrorism. Libya will also be omitted from the annual certification of countries not cooperating fully with United States anti-terrorism efforts." According to the State Dept., "On a reciprocal basis, Libya has been invited to upgrade its own liaison office in Washington, D.C. to an embassy and to appoint an Ambassador." These developments should make it easier for U.S. companies to export to Libya. The Commercial Service has begun offering export assistance in Libya through our office in Cairo, Egypt.

Market of the Month: Egypt

The most promising investment sectors in Egypt are oil and gas, power generation and transmission, telecommunications and information-technology, consumer goods, and non-food franchises. All facets of the tourism industry provide increasing opportunities for exporters, including hotel equipment, environmental management services, airport and related infrastructure, U.S. building systems and equipment, and U.S. project management. For more information on current opportunities, see http://www.export.gov/articles/exp_mom_egypt.asp.

**EVENTS**

Ex-Im Bank Presents...

EXTEND CREDIT & GET PAID FOR YOUR EXPORTS TO AFRICA

Greater Houston Partnership
June 13

The Export-Import Bank of the U.S. (Ex-Im Bank), the official credit agency of the federal government, will sponsor a special seminar on ensuring payment for your sales to Africa. This brief, but informative session explains the trade finance support available to U.S. businesses that desire to enter new markets or increase sales in existing ones. The trade finance professionals from Ex-Im will discuss their products and services so your company can export to Africa with confidence by better managing risk and even offering buyer financing for capital equipment and services. Time: 1-4 pm. Cost: \$49. To register, see <http://guest.cvent.com/EVENTS/Info/Invitation.aspx?i=a5997077-03a1-400a-9ed3-f809cc4b6b8b>.

**HOUSTON
TRADE
NUMBERS**

June 22nd

Intercontinental Galleria

Houston had a record \$136.1 billion in import-export trade in 2005. To put a magnifying glass on this triumph and its economic impact will be a panel of trade experts including speakers from the Port of Houston and Houston Airport System as well as Council of the Americas Vice President Eric Farnsworth, and a keynote luncheon address by Dr. Angel Cabrera, president of Thunderbird, The Garvin School of International Management. Cost: \$95. To register, visit <http://www.worldcityweb.com/home/HOU/overview/>.

**2006 U.S.-ARAB ECONOMIC FORUM**

One World. Two Cultures. Endless Possibilities.

Houston, Texas

June 26-28

The year's premier event for those interested in business and policy decisions spanning the Middle East.

- ✦ Does your company have interests in Middle East business matters?
- ✦ Are you interested in establishing partnerships that promote economic growth and global security?

For more information and to register, visit <http://www.usaeforum.org/>. **A discount is available for U.S. Commercial Service clients.** For a discount code, call our office, or Ms. Aseel Saqer with the Bilateral US-Arab Chamber at 713-880-8168.

INTERNATIONAL TERMS OF SALE (INCOTERMS)

University of Houston International Trade Center
June 29

Incoterms were designed to provide a set of rules for the interpretation of common terms used in international trade. When parties do not understand their obligations and responsibilities in a deal, it leads to confusion, disputes, and costly litigation. The presenter, **Robert Morgan**, with the Port of Houston Authority, was awarded the CTL (Certified Transportation and Logistics) designation by the American Society of Transportation and Logistics. He is also certified as a Post-Secondary Management Instructor by the Texas Education Agency.

The lunch program will examine the responsibilities of both the seller and the buyer in an international contract of sale and provide helpful tips regarding Incoterms usage. Time: 12 noon – 1 p.m. Cost: members – no charge/guests \$10.00. Please feel free to bring your lunch.

RETAIL BRAZIL**EXPLORE YOUR SALES POTENTIAL IN BRAZIL THROUGH IN-STORE PROMOTIONS**

Over the next year the U.S. Commercial Service will hold a series of in-store promotions and other events with major Brazilian retailers to launch U.S. products and test the viability of these products in that growing market. With 180 million consumers and a falling US dollar, Brazil represents a huge potential market for a variety of retail goods from the United States. In 2004, over 100 US companies participated in our original initiative "Retail in Rio" and many are now enjoying increased sales in Brazil. This year we are expanding the initiative to include Rio, Belo Horizonte, São Paulo and Porto Alegre. Key Industries for *Retail Brazil* include: **apparel, cosmetics, food products, housewares, high-end electronics, office supplies, pet supplies, sporting goods, and toys.** For more information and to register, go to: <http://www.buyusa.gov/tradeamericas/retailbrazil.html>.

ON-LINE SEMINARS**WEBCASTS ON-DEMAND**

Visit <http://www.globalspeak.com/html/export-gov/webcasts.asp> to see recently broadcast on-line seminars on China, India, Vietnam, South Africa, and CAFTA. A program on **Hong Kong and China's Pearl River Delta**, was just added.

**MEXICO: STANDARDS / CONFORMITY ASSESSMENT / PRODUCT CERTIFICATION AND EXPORTING TO MEXICO**

June 15, 11 am Central Time

Speakers include:

- ✦ **Louis Santamaria** - Standards Attaché for Mexico, Canada, Central America, Caribbean – U.S. Commercial Service-Mexico City
- ✦ **Jennifer Stradtman** – Office of Standards Liaison – U.S. Department of Commerce - Washington DC
- ✦ **Alejandra Vargas** - Attorney with GEVL (Gutierrez, Elias, Vargas y Linares) and former Director for Standardization at the Mexican Standards Bureau (DGN) – Mexico City
- ✦ **Jesus Gonzalez** – Commercial Specialist – Mexico and Western Hemisphere Standards Program – U.S. Commercial Service - Mexico City

Cost: free: To register, see https://www.buyusa.gov/mexico/en/sharing_more_than_a_border.html.

SERBIA & MONTENEGRO: A RE-EMERGING MARKET

June 21, 10 am Central Time

The U.S. Commercial Service Staff at the U.S. Embassy in Belgrade will present and answer questions on selling in South East Europe and how Serbia is strategically positioned to enter this lucrative market.

Cost: free. To register, see

<http://www.buyusa.gov/yugoslavia/en/webinar.html>.

CANADA: SOLID WASTE EQUIPMENT & SERVICES

June 22, 12 noon Central Time

Many Canadian municipalities are facing decisions on the management of their solid waste, reflecting changing policies on diversion and the many options available. Cost: \$50. See, <http://www.buyusa.gov/canada/en/solidwasteequipmentandservices.html>.

Note: *The U.S. Government does not endorse products or companies, and assumes no responsibility for the accuracy of data contained herein, or for the success or failure of any business transaction resulting from opportunities listed in this publication. If you would like to be removed from this mailing list, please contact the Houston Office.*

Staff Directory

Duaine A. Priestley, Director	281-449-9406
Ellen Lenny-Pessagno, Commercial Officer	281-449-9433
Renato Davia, Commercial Officer	281-449-9420
Brendan Kelly, Senior Trade Specialist	281-449-9428
Alan Richel, Senior Trade Specialist	281-449-9417
Nyamusi Igambi, Trade Specialist	281-449-9423
Pamela Plagens, Trade Specialist	281-449-9412
Bill Ashcraft, National Field Support	281-449-9449

MARKET RESEARCH

MEXICO: OIL REFINING, STORAGE & DISTRIBUTION EQUIPMENT

MEXICO: LNG EQUIPMENT & SERVICES

For a copy of either report, please contact our office.

BISNIS ENERGY UPDATE



BISNIS, part of the U.S. Commercial Service, offers reports, events notices and trade leads to keep U.S. firms up-to-date on relevant energy developments and opportunities in Eurasia. Below are two reports from the June email update. To receive these updates directly, subscribe at http://www.bisnis.doc.gov/bisnis/data/bismail0_new.cfm.

Gasification Projects in the Russian Far East and Eastern Siberia, May 2006.

<http://www.bisnis.doc.gov/bisnis/bisd0c/0605khvagas.htm>

Commercial Update - Sakhalin Region, May 2006

<http://www.bisnis.doc.gov/bisnis/bisd0c/0605newssakhalin.htm>

ENERGY TRADE LEADS

URUGUAY: EXPLORATION & PRODUCTION

Uruguay's state-owned oil company, ANCAP (<http://www.ancap.com.uy>) is seeking U.S. companies for exploration opportunities for a tar sands and oil shale project in Uruguay. Bid deadline August 19. For the bid notice in Spanish, please contact our office.

ENERGY EVENTS

PETROVIETNAM BUSINESS BRIEFING

June 21

Houston

The U.S. Trade and Development Agency (USTDA) and PetroVietnam (PVN) invite interested firms to learn about business opportunities related to several PVN projects including the Nghi Son Refinery and Petrochemical Project, a US \$3.4 billion, 7 million ton per annum refinery. Cost: free. For details on the PVN projects as well as a registration form for the briefing, see <http://www.ustda-pvn.com/>.

FUEL & ENERGY COMPLEX OF UKRAINE 2006

Kiev, Ukraine

September 26-29

CS Kiev will have a Product Literature Center (PLC). Cost \$250. Contact Victoria Sergeeva at Victoria.Sergeeva@mail.doc.gov.

COLOMBIA: OIL & GAS SUPPLIERS MATCHMAKER

Bogotá, Colombia

November 7-8

The two-day matchmaking event seeks to attract new oil & gas equipment and service providers into the market. Interested firms must apply to participate. Meetings will be with procurement decision-makers from the sponsor companies. Cost: free. Travel/hotel costs not included.

Equipment/services being sought include:

Seismic processing, drilling rigs, directional drilling, cementing, drilling fluids, intelligent completions, chemical stimulation, artificial lift and pumping systems, production tubing, coil tubing, multi-phase measurement systems and related instrumentation, high-pressure valves, and work over systems.

Other areas of interest include: mature fields production optimization, enhanced oil recovery, selective injection systems, heavy crude and gas fields development (crude upgrading, production optimization, handling and transportation, gas to liquids conversion).

If interested, contact our office, or Julio Carbo, CS Bogotá, Colombia, at Julio.carbo@mail.doc.gov.

OFFSHORE SOUTHEAST ASIA OIL & GAS EXHIBITION

Singapore

December 5-8

OSEA was established two decades ago to be the premier industry event for Asia's upstream and downstream oil and gas industry. A U.S. Department of Commerce-certified USA Pavilion is being organized at OSEA 2006. For more information, please visit: <http://www.imexmgt.com/shows/OSEA2006>.

AUSTRALASIAN OIL & GAS EXHIBITION

Perth, Western Australia

February 21-23, 2007

Western Australia ranks among the best areas in the world for new petroleum exploration and production. The ever increasing demand for these petroleum reserves has generated a wealth of opportunities for all manufacturers associated with petroleum exploration, production, refining and processing as well as marine engineering. Held every two years in Perth, AOG over the past 25 years has become the premier regional oil and gas show attracting key buyers and developers. A U.S. Department of Commerce-certified USA Pavilion is being organized at AOG 2007. For more information, please visit: <http://www.imexmgt.com/shows/AOG2007>.